

**IN THE CLAIMS**

1. (currently amended) An information providing apparatus for delivery of content data, comprising;

content data input means for operation by a user to input content data;

storing means for storing the content data provided by the content data input means;

delivery designating means for designating a delivery condition including one of a transmission band and a transmission medium to be used for delivering the content data stored in the storage means; and

a communication control unit for receiving ~~from a bi-directional network delivery condition indication~~ data corresponding to the delivery condition to be designated by the delivery designating means from a delivery apparatus and supplying the received ~~delivery condition indication~~ data to the delivery designating means for use in designating the delivery condition, including one of the transmission band and the transmission medium,

wherein the indication data includes a number of audiences that is calculated based on information stored in profile data and/or watching/listening history data that correspond to the transmission band and the transmission medium.

2. (canceled)

3. (canceled)

4. (previously presented) The information providing apparatus as set forth in claim 1,

wherein the data for use in designating the delivery condition is a delivery cost.

5. (currently amended) An information providing method for delivery of content data, comprising the steps of:

a user inputting operation for inputting content data to be delivered;

storing the content data provided in the user inputting operation;

designating a delivery condition set by the user including one of transmission band and a transmission medium to be used in delivering the content data; and

wherein before the delivery condition is designated, receiving ~~delivering condition~~ indication data corresponding to the delivery condition to be designated from a ~~bi-directional network-delivery apparatus~~ and using the received delivery ~~condition~~ indication data in the step of designating a delivery condition, and

wherein the indication data includes a number of audiences that is calculated based on information stored in profile data and/or watching/listening history data that correspond to the transmission band and the transmission medium.

6. (currently amended) A delivering apparatus for delivering content data, comprising:

first communicating means for receiving from an information provider content data including a delivery condition including one of a transmission band and a transmission medium set by the information provider;

storing means for storing the content data;

transmitting means for delivering the content data to a receiving terminal unit;

second communicating means for receiving user profile information from the receiving terminal unit over a bi-directional network;

profile storing means for storing the user profile information received by said second communication means;

charging process controlling means for calculating a cost corresponding to the delivery of the content data according to the received delivery condition;

band controlling means for controlling a band used for delivering the content data based on the delivery condition set by the information provider; and

wherein the charging process controlling means pre-calculates a size of an audience for the content data ~~corresponding to~~ based on the user information stored in the profile storing means, calculates the cost corresponding to the delivery of the content data, and informs the information provider of the cost.

7. (currently amended) A delivering apparatus for delivering content data, comprising:

first communicating means for receiving from an information provider the content data including a delivery condition including one of a transmission band and a transmission medium set by the information provider;

storing means for storing the content data;

transmitting means for delivering the content to a receiving terminal unit;

second communicating means for receiving a user watching/listening history from the receiving terminal unit over a bi-directional network;

watching/listening history storing means for storing the user watching/listening history received by the second communicating means;

charging process controlling means for calculating a cost corresponding to the delivery of the content data according to the received delivery condition;

band controlling means for controlling a band of a network used for delivering the content data based on delivery condition set by the information provider; and

wherein the charging process controlling means pre calculates a size of an audience for the content data ~~corresponding to~~ based on the watching/listening history stored in the watching/listening history storing means, calculates the cost corresponding to the delivery of the content data, and informs the information provider of the cost.

8. (currently amended) A delivering method for delivering content data, comprising the steps of:

receiving from an information provider the content data including a delivery condition including one of a transmission band and a transmission medium set by the information provider;

storing the content data;

delivering the content data to a receiving terminal unit;

receiving user profile information from the receiving terminal unit over a bi-directional network;

storing the user profile information received in the step of receiving;

calculating a cost corresponding to the delivery of the content data in accordance with the delivery condition set by the information provider; and

controlling a band of a network used for delivering the content data based on the delivery condition set by the information provider,

wherein a size of an audience for the content data is pre calculated ~~corresponding to~~ based on the user profile information stored in the step of storing the user profile information,

the cost corresponding to the delivery of the content data is calculated, and

the information providing apparatus is informed of the cost.

9. (currently amended) A delivering method for delivering content data, comprising the steps of:

receiving from an information provider the content data including a delivery condition including one of a transmission band and a transmission medium set by the information provider;

storing the content data;

delivering the content data to a receiving terminal unit;

receiving a user watching/listening history from the receiving terminal unit over a bi-directional network;

storing the watching/listening history received in the step of receiving a user watching/listening history;

calculating a cost corresponding to the delivery of the content data in accordance with the delivery condition set by the information provider; and

controlling a band of a network used for delivering the content data in accordance with the delivery condition set by the information provider,

wherein a size of an audience for the content data is pre calculated ~~corresponding to~~ based on the watching/listening history stored in the step of storing the user watching/listening history,

the cost corresponding to the delivery of the content data is calculated, and

the information provider is informed of the cost.